

A Research Proposal  
*for*  
**HITACHI DATA SYSTEMS**

**COMPETITIVE PROPOSAL ANALYSIS**

*Prepared by*

**INPUT**

1280 Villa Street  
Mountain View, CA 94041

415-961-3300  
415-961-3966 (Fax)

Revision 1, August 20, 1992



## COMPETITIVE PROPOSAL ANALYSIS

For: Hitachi Data Systems

### BACKGROUND AND OBJECTIVES

#### A. Background

The U.S. market for computer hardware and related services is increasingly competitive. Hitachi Data Systems (HDS), a premier supplier in both the full system and DASD market segments, finds itself in very competitive bidding situations in both of these markets. Field feedback indicates that Hitachi's pricing and competitors' discounting practices are the major factor contributing to lost bids. Hitachi would like to gain a more objective and quantified assessment of just what factors work for and against them in competitive situations, and has asked INPUT to develop a field research proposal that would meet the following objectives:

#### B. Objectives

- Determine the discriminating factors that are primary in making the difference between a "win" and "lose" situation for Hitachi.
- Quantify the difference between Hitachi's and the winning or losing proposer's price.
- Provide analysis and recommendations as to what Hitachi's strategy should be to increase its bidding success rate.

### SCOPE

- Given the difficulty of obtaining accurate competitive pricing information through traditional research techniques, INPUT proposes that the initial engagement be limited to a pilot study analyzing 20 competitive situations to certify the proposed methodology. Assuming certification of the approach, a follow-on proposal will be developed expanding the sample to obtain statistically significant results.
- The sample for the pilot will be restricted to bidding situations that took place in the United States and Canada.
- Even though pricing appears to be the primary consideration according to field sales feedback, INPUT will attempt to determine the influence of other factors such as bundled services, software and support on the evaluation process.



20 cos  
2 interviews per co

## METHODOLOGY

INPUT will utilize telephone interviews to obtain the field data required to perform the proposed analysis. As indicated under *SCOPE*, a sample of 20 companies will be interviewed for the pilot. INPUT will attempt to balance the sample in terms of "won" and "lost" situations, and anticipates that it will require a minimum of 2 interviews per company to obtain the required information. To facilitate the interview process Hitachi will provide INPUT with the names and initial contact points of a minimum of 50 firms (bidding situations) in which a decision was reached by Hitachi's prospect within the last six months. To the extent possible the bidding situations provided should be balanced between "wins" and "loses". The information provided by Hitachi would include:

- ✓ • The name of the firm
- ✓ • Name address and telephone number of the primary contact point
- ✓ • Names and telephone numbers of any other contacts relevant to the bid (as available)
- ✓ • A description of the package of products and services included in the bid

The actual project will proceed as follows:

- INPUT will prepare an interview guide designed to meet the study objectives for review with Hitachi. The interview guide will contain both open-ended and structured questions. In addition to capturing the appropriate demographic information, the interview guide will focus on the following aspects of the prospect/client's evaluation process.

- Pre-proposal communications
- Proposal content (did it meet client expectations)
- Soft evaluation criteria (technical, support, and service)
- Post-proposal/pre-decision support
- Pricing
- Differentiators in the competitor's offering
- The utilization of outside consultants in the evaluation process

An attempt will be made to get "hard" data on actual competitive prices. However, it is more likely that interviewees will be inclined to respond by citing percentage differences between Hitachi's and its competitors' prices.

- Hitachi will review the interview guide and INPUT will make any appropriate adjustments to meet Hitachi's requirements.
- A minimum of 10 interviews will be conducted to determine the viability of the process. INPUT's project manager will analyze the results of this preliminary interview set and meet with Hitachi to discuss any recommended changes to either the interview guide or the process. Assuming a go-ahead, the remaining interviews will be conducted.

10 total  
interviews  
(5 cos)



- INPUT will prepare a 5 to 10 page analysis of the pilot results, and meet with Hitachi to review the results of the pilot study.

## DELIVERABLES

- Formal interview guide for obtaining the field data required for the analysis
- Mid-project review of results to date, including recommendations for changes in the approach or interview structure. The midpoint review will also include a tabulation of the results to date cross-tabbed by respondent, industry group, company size, competitors involved and class of product bid.
- Written report analyzing the data obtained and recommendations for changes Hitachi can make in competitive situations to minimize the number of lost bids.
- On-site presentation of the report and recommendations
- A list identifying interviewees. (This will be done on a best-efforts basis. Interviewees will be asked if their names may be given to INPUT's client.)

## FEES AND SCHEDULES

### A. Fees

INPUT's total fee for the pilot study is \$12,000; \$6,000 payable upon authorization. Assuming that a go-ahead occurs after the first ten interviews have been completed, the remaining fee of \$6,000 will be due upon completion of the study report and presentation of the results to Hitachi Data Systems. In the event the project is abandoned at the mid-project review, the total fees will be \$6,000 plus incidental expenses as described below.

Other incidental costs associated with field research studies (including telephone, reproduction, etc.) will be billed at cost and are estimated to be less than 5% of the total project fee of \$12,000.

### B. Schedules - INPUT proposes the following schedule for completion of the project.

- 9/3/92 - Preliminary Review of Questionnaire (Hitachi/INPUT)
- 9/10/92 - Questionnaire finalized, interview prospects turned over to INPUT by Hitachi
- 9/17/92 - Midpoint project review
- 9/31/92 - Presentation of study results

Note: The above schedule assumes project authorization by Hitachi by no later than August 24, 1992.







## QUALIFICATIONS/STAFFING

### A. Qualifications

INPUT is well qualified to assist Hitachi Data Systems in providing the desired information. As a leading market research and consulting firm to the information services industry, INPUT has 17 years of experience in analyzing markets, vendor strategies, user requirements and customer satisfaction. More specifically, INPUT has conducted both custom and syndicated field research on the pricing strategies of professional services and other information services vendors.

INPUT's internal interviewing staff conducts over 6,000 user interviews a year with information systems and operating executives of buying firms. They are knowledgeable about the industry and well-trained in obtaining issue and opinion-related information in addition to statistical data.

Hitachi has utilized INPUT in previous custom engagements to obtain mission critical information of a proprietary nature.

### B. Staffing

This engagement will be under the overall direction of R. Dennis (Denny) Wayson, Vice President and General Manager of INPUT. Senior INPUT interviewers with significant experience in the mainframe computer industry will be utilized to conduct the interviews for this project.

## CONFIDENTIALITY

As a requirement for meeting the study objectives, Hitachi agrees to provide INPUT with contact names from which to develop the interview sample. INPUT agrees that the contact names and related information about specific competitive situations is the sole property of Hitachi Data Systems and may not be used or disclosed by INPUT to any person outside Hitachi Data Systems.

Furthermore, INPUT agrees that the results of the study research along with conclusions and recommendations are the property of Hitachi Data Systems, and may not be disclosed or published by INPUT for any other client than Hitachi Data Systems.

## DURATION OF THIS PROPOSAL'S VALIDITY

This proposal will remain valid for a period of 15 days.

*(This space deliberately left blank.)*



## AUTHORIZATION

Authorization of this project may be completed by signing and returning a copy of the proposal to INPUT, together with the initial payment of \$6,000. Upon acceptance by INPUT, a countersigned copy of the proposal will be returned to Hitachi Data Systems.

**AUTHORIZED BY:**  
**INPUT**

**ACCEPTED BY:**  
**HITACHI DATA SYSTEMS**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date



HDS

Hitachi Data Systems  
750 Central Expressway  
Santa Clara, CA 95054-0996  
Telephone 408.970.1000  
Telex 4979291

**FAX  
Transmission  
Request**

**Emergency**

**Urgent**

**Normal Priority**

Number of Pages  
Including Cover

6

**To**

Name

Denny Waysoo

Company

Input

City/State

Mountain View, CA

Fax Number

(415) 961-3966

cc

From

Sally Stettin

Ext.

1067

Dept. No.

93060

M/S

32-06

**FAX Message**

Denny, here are my suggested changes to the proposal - please note also my notes on the 1st page/Input cover sheet that have to be worked in. Again, as far as the schedule, we need

If you do not receive

all pages, please call

408.970.4426 for

retransmission

Our FAX Numbers are:

408 727.8036

408 727.0964

Date

Time

Operator

to know: Prep time (e.g. 8/14 to )  
date the interviews will start,  
and date the data will be due to Hitachi  
so we can schedule our own resources to  
help you accordingly.



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Revision 0, August 13, 1992

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- ① Concern about confidentiality
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Research Consulting Proposal - August 13, 1992

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#### B. Objectives

- Determine the discriminating factors that are primary in making the difference between a "win" and "lose" situation for Hitachi.
- Quantify the difference between Hitachi's and the winning or losing proposer's price ~~where price is indicated as the leading or primary differentiator.~~
- Provide analysis and recommendations as to what Hitachi's strategy should be to increase its bidding success rate.

### SCOPE

- Given the difficulty of obtaining accurate competitive pricing information through traditional research techniques, INPUT proposes that the initial engagement be limited to a pilot study analyzing 20 competitive situations to certify the proposed methodology. Assuming certification of the approach, a follow-on proposal will be developed expanding the sample to obtain statistically significant results.
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212:50:03

To: Sally Station From: R. Dennis Wayson

Page 6

## Competitive Proposal Analysis - Hitachi Data Systems

## METHODOLOGY

*INPUT The interviewees will be significant people experienced in the mainframe computer industry.*

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- The name of the firm
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The actual project will proceed as follows:

- INPUT will prepare an interview guide designed to meet the study objectives for review with Hitachi. The interview guide will contain both open-ended and structured questions. In addition to capturing the appropriate demographic information, the interview guide will focus on the following aspects of the prospect client's evaluation process.
  - Pre-proposal communications
  - Proposal content (did it meet client expectations)
  - Soft evaluation criteria (technical, support, and service)
  - Post-proposal pre-decision support
  - Pricing
  - Differentiators in the competitor's offering
  - The utilization of outside consultants in the evaluation process

An attempt will be made to get "hard" data on actual competitive prices. However, it is more likely that interviewees will be inclined to respond by citing percentage differences between Hitachi's and its competitors' prices.

- ~~Hitachi will provide the information~~ *will*
- A meeting will be held with Hitachi to review the interview guide and make any necessary adjustments. ~~At that meeting Hitachi will provide INPUT with information discussed above necessary to construct the pilot sample.~~ *Input will revise the interview guide until it meets with Hitachi Data Systems' satisfaction.*
- A minimum of 10 interviews will be conducted to determine the viability of the process. INPUT's project manager will analyze the results of this preliminary interview set and meet with Hitachi to discuss any recommended changes to either the interview guide or the process. Assuming a go-ahead, the remaining interviews will be conducted.



22 12:51:27

To: Sally Stanton From: R Dennis Wayson

Page 6

*Competitive Proposal Analysis - Hitachi Data Systems*

- INPUT will prepare a 5 to 10 page analysis of the pilot results, and meet with Hitachi to review the results of the pilot study.

**DELIVERABLES**

- Formal interview guide for obtaining the field data required for the analysis
- Mid-project review of results to date, including recommendations for changes in the approach or interview structure
- Written report analyzing the data obtained and recommendations for the continuation of the project *and charges Hitachi can make in competitive situations to minimize the number of 103 sec.*
- On-site presentation of the report and recommendations
- A list identifying interviewees. (This will be done on a best-efforts basis. Interviewees will be asked if their names may be given to INPUT's client)

**FEES AND SCHEDULES****A Fees**

INPUT's total fee for the pilot study is \$12,000; ~~\$8,000~~ *\$6,000* payable upon authorization. Assuming that a go-ahead occurs after the first ten interviews have been completed, the remaining fee of ~~\$4,000~~ *\$6,000* will be due upon completion of the study report and presentation of the results to Hitachi Data Systems. In the event the project is abandoned at the mid-project review, the total fees will be ~~\$8,000~~ *\$6,000* plus incidental expenses as described below.

Other incidental costs associated with field research studies (including telephone, reproduction, etc.) will be billed at cost and are estimated to be less than 5% of the total project fee of \$12,000.

B. **Schedules** - To be mutually determined by Hitachi Data Systems and INPUT.

**QUALIFICATIONS/STAFFING****A. Qualifications**

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Competitive Proposal Analysis - Hitachi Data Systems

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DURATION OF THIS PROPOSAL'S VALIDITY

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AUTHORIZATION

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AUTHORIZED BY:  
INPUT

ACCEPTED BY:  
HITACHI DATA SYSTEMS

Signature

Signature

Name

Name

Title

Title

Date

Date

Insert A here

\$6,000

CONFIDENTIALITY  
The data obtained in the course of this study is the property of Hitachi Data Systems, and may not be published by INPUT or used in the course of any project for any client other than Hitachi Data Systems.

Further, the contact name and competitive situation information provided to INPUT by HDS is proprietary to HDS. INPUT may not use or disclose that information to any persons outside of Hitachi Data Systems.



HDS

Hitachi Data Systems  
750 Central Expressway  
Santa Clara, CA 95054-0996  
Telephone 408.970.1000  
Telex 4876291

**FAX  
Transmission  
Request**

**Emergency****Urgent****Normal Priority**

Number of Pages  
Including Cover

6

**To**

Name

Denny Mayson

Company

Input

City/State

Mountain View, CA

Fax Number

(415) 961-3966

cc

From

Sally Stettin

Ext.

1067

Dept. No.

93060 M/S 32-06

FAX Message

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all pages, please call

408.970.4426 for

retransmission

Our FAX Numbers are:

408 727.8036

408 727.0964

Date

Time

Operator

to know! Prep time (e.g. 8/19 to )  
date the interviews will start,  
and date the data will be due to Hitachi  
so we can schedule our own resources to  
help you accordingly.



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for  
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COMPETITIVE PROPOSAL ANALYSIS

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Revision 0, August 13, 1992

Important Considerations

① Concern about confidentiality

② Not considered a complete price differential

7/2 only  
just OK

~ salt stuff -  
agent by  
that is  
the important



*Research Consulting Proposal - August 13, 1992*  
**COMPETITIVE PROPOSAL ANALYSIS**  
**For: Hitachi Data Systems**

## **BACKGROUND AND OBJECTIVES**

### **A. Background**

The U.S. market for computer hardware and related services is increasingly competitive. Hitachi Data Systems (HDS), a premier supplier in both the full system and DASD market segments, finds itself in very competitive bidding situations in both of these markets. Field feedback indicates that Hitachi's pricing and competitors' discounting practices are the major factor contributing to lost bids. Hitachi would like to gain a more objective and quantified assessment of just what factors work for and against them in competitive situations, and has asked INPUT to develop a field research proposal that would meet the following objectives:

### **B. Objectives**

- Determine the discriminating factors that are primary in making the difference between a "win" and "lose" situation for Hitachi.
- Quantify the difference between Hitachi's and the winning or losing proposer's price where price is indicated as the leading or primary differentiator.
- Provide analysis and recommendations as to what Hitachi's strategy should be to increase its bidding success rate.

## **SCOPE**

- Given the difficulty of obtaining accurate competitive pricing information through traditional research techniques, INPUT proposes that the initial engagement be limited to a pilot study analyzing 20 competitive situations to certify the proposed methodology. Assuming certification of the approach, a follow-on proposal will be developed expanding the sample to obtain statistically significant results.
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72 12/61/27

To: Sally Station From: R Dennis Wayson

Page 5

*Competitive Proposal Analysis - Hitachi Data Systems*

- INPUT will prepare a 5 to 10 page analysis of the pilot results, and meet with Hitachi to review the results of the pilot study.

**DELIVERABLES**

- Formal interview guide for obtaining the field data required for the analysis
- Mid-project review of results to date, including recommendations for changes in the approach or interview structure
- Written report analyzing the data obtained and recommendations for the continuation of the project and changes Hitachi can make in competitive situations to minimize the number of 10:56.
- On-site presentation of the report and recommendations
- A list identifying interviewees. (This will be done on a best-efforts basis. Interviewees will be asked if their names may be given to INPUT's client)

**FEES AND SCHEDULES****A. Fees**

INPUT's total fee for the pilot study is \$12,000; ~~\$8,000~~ payable upon authorization. Assuming that a go-ahead occurs after the first ten interviews have been completed, the remaining fee of ~~\$4,000~~ <sup>\$4,000</sup> will be due upon completion of the study report and presentation of the results to Hitachi Data Systems. In the event the project is abandoned at the mid-project review, the total fees will be ~~\$8,000~~ <sup>\$6,000</sup> plus incidental expenses as described below.

Other incidental costs associated with field research studies (including telephone, reproduction, etc.) will be billed at cost and are estimated to be less than 5% of the total project fee of \$12,000.

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## Competitive Proposal Analysis - Hitachi Data Systems

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**AUTHORIZED BY:**  
**INPUT**

**ACCEPTED BY:**  
**HITACHI DATA SYSTEMS**

Signature

Signature

Name

Name

Title

Title

Date

Date

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Further, the contact name and competitive situation information provided to Input by HDS is

proprietary to HDS. Input may not use or disclose that information to any persons outside of Hitachi Data Systems.







**Sally Statton**  
Director of Market and  
Customer Analysis

**Hitachi Data Systems**  
750 Central Expressway  
MS 32/06  
Post Office Box 54996  
Santa Clara, CA 95056-0996  
Telephone 408.970.1067  
Fax 408.748.8451



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**AUTHORIZED BY:  
INPUT**

**ACCEPTED BY:  
HITACHI DATA SYSTEMS**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date





PROJECT WORK STATEMENT

TITLE COMPETITIVE PROPOSAL ANALYSIS  
CLIENT HITACHI DATA SYSTEMS  
CONTRACT: ATTACHED \_\_\_\_\_ TO FOLLOW \_\_\_\_\_ LETTER \_\_\_\_\_ VERBAL \_\_\_\_\_  
PROJECT LEADER Denny Wayson PROJECT CODE YWHIT  
DATE STARTED \_\_\_\_\_ PLANNED COMPLETION DATE \_\_\_\_\_  
LEVEL OF EFFORT(Professional Man Days) \_\_\_\_\_

DISTRIBUTION

CONTRACT FILE

LIBRARY FILE

NEW JERSEY

INPUT LTD.

\_\_\_\_\_  
Originator

TOTAL CONTRACT VALUE: \$ or £ \$12,000  
REVENUE DISTRIBUTION (% or \$) INPUT US \_\_\_\_\_ INPUT LTD \_\_\_\_\_  
REIMBURSABLE EXPENSES: NO \_\_\_\_\_  
YES \_\_\_\_\_  
EXP. BUDGET \_\_\_\_\_ TO COVER: TRAV: \_\_\_\_\_  
TELE: \_\_\_\_\_  
RPT. PREP.: \_\_\_\_\_  
OTHER: \_\_\_\_\_  
BILLING SCHEDULE DESCRIPTION \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

SHEILA (Y&Z onl

BINDER COPY

\_\_\_\_\_  
Date Typed

PROJECT DESCRIPTION \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

INDICATE TYPE OF WORK: REPORT \_\_\_\_\_ PRESENTATION \_\_\_\_\_  
THANK YOU PACKAGE: YES \_\_\_\_\_ NO \_\_\_\_\_

ACCOUNTING USE ONLY: ENTERED ON CURRENT PROJECT LIST \_\_\_\_\_

INPUT



### PROJECT SCHEDULE (Q3-1992)

\*Corporate Week \*\*Ending Date †Working Days; ( ) UK

INPUT:

[illegible]

Dep/Proj. Code: \_\_\_\_\_ Activity/Project Name: \_\_\_\_\_ Prepared by: \_\_\_\_\_

Proj. Manager: \_\_\_\_\_ Date: \_\_\_\_\_

Page of

PLG 300/03 10/91(R)



## PROJECT SCHEDULE (Q4-1991)

\*Corporate Week \*\*Ending Date †Working Days; ( ) UK

## INPUT <sup>®</sup>

[illegible]

Dept/Proj. Code: \_\_\_\_\_ Activity/Proj. Name: \_\_\_\_\_ Prepared by: \_\_\_\_\_

Proj. Manager: \_\_\_\_\_ Date: \_\_\_\_\_

Page \_\_\_\_ of \_\_\_\_

PLG 300/03 8/90(R)



## CONTACT REPORT

INPUT

Staff: Init gleen Init Curry ☐ INPUT office ☒ Client Office ☐ Other

Contact Date: 08/04/92

Date Written: 8.11.92



Supriyo Sen  
Vice President Marketing and  
Competitive Analysis

Nitachi Data Systems  
750 Central Expressway  
MS 32/06  
Post Office Box 54996  
Santa Clara, CA 95056-0996  
Telephone 408 970 4889  
Fax 408 748 8451

## DISTRIBUTION:

Action Info. By When

Prog./Proj. ID

Describe Action-F/U

waym

CUSTOM PROJECT

Hill

F/u if no word by

Curry

08/12/92

mail list (both names)

C. SMITH

Fax: 1

- CUSTOM PROJECT TO BE COORDINATED BY SUPRIYO SEN, VP (408) 970-4889
  - Point Person will be Sally Stanton, who is also lawyer for all services. She is to call N. Hill w/in one week.
- Subject: Pricing. Need to compare Nitachi wedding prices with wedding prices of competition. Presently only getting this information from field sales force. Need this information for corporate headquarters in Japan. Credibility issue important → need objective, outside data + analysis.
- Approach = Series of telephone interviews with both bidding groups Nitachi-Pose approached - those where they've won the contract + those where they've lost it. (May bid 110 million deals a month + win 20.) Every one seems to want a price discount.
- Proposal will be staged; e.g., start with a pilot in August/Sept timeframe. Need to interview more than one person per company (maybe one on the E.S. side - not necessarily the CEO, maybe the evaluation person) + one on the financial side. Questions to be kept simple + key. Maybe do regime. Second stage after pilot to start in October.
- Peter suggested including Canada w/ w/ U.S. Do some for Europe as a follow on.
- Project to be repeated every few months. Perhaps do a presentation in Japan post-results (after pilot + 1st set of interviews)
- Project should include interviews, analysis + recommendations
- May or may not want to identify HDS as sponsor to interviewees - perhaps do so w/ those where bid has been won; perhaps not where bid has been lost
- HDS will need some identification of interview sample. Perhaps name of company + title, company size, etc for credibility.
- PAC emphasized importance of clear definition of FRUIT due to Fixed price basis.

☒ Continued over(15) MMS 30001 891 (R)  
10/2



## CONTACT REPORT

INPUT

Staff: Init. Hei Init. Cunningham ☐ INPUT office ☒ Client Office ☐ OtherContact Date: 08/04/92Date Written: 1. 1. 1. 1. 1. 1.John D. Staedke  
Executive Vice President, Marketing

HDS

Hitachi Data Systems  
750 Central Expressway  
MS 32/02  
Post Office Box 54996  
Santa Clara, CA 95056-0996  
Telephone 408 970 4317  
Fax 408 988 0651

## DISTRIBUTION:

Action Info. By When

Prog./Proj. ID

Describe Action-F/U

Fax: ( )

Peter asked if they are seeing weights in pricing for technical expertise, e.g. in general contracts. Answer: NO - not in commercial.

Peter asked if they see the use of consultants in buyers making choices. Yes, seeing more of this, including Meta, Pentra, Kland, Kenta. However, not sure if they're being used as consultants or evaluators.

- Supriya San divides analysts into two separate categories: <sup>analysts</sup> 1) as a vendor of services 2) market research or a buyer of services.

He reports to Staedke, then since Oct when from EDS.

- Hitachi as a PCM provider in that market will be a follower of EDS - DICTATE PIR corporate.

Other possible custom areas:

- WHAT KINDS OF products + services would be attractive to potential customers?

(Have already reduced cost, increased quality & reduced downtime), that would be complimentary to hardware (e.g. configuration service, capacity planning, data center consolidation).

- Interest in professional services. Agents really will call me on this also.

- Had some methodology concerns of INPUT in the past. They understand there have been resolved.

☒ Continued over



Mail-List Change Order 1. ☒ Update ☐ Correction ☐ Deletion ☒ Addition <sup>2</sup> Serial Number \_\_\_\_\_

2. Customer Type: ☒ Vendor ☐ Others ☐ Media ☐ User

3. Newsletters: ☐ EDI ☐ Field Service ☐ Other

4. Vendor: Vendor Type—☐ Client ☐ Former/Report Client ☒ Prospect

• Contact Level—☒ Executive ☐ Acquisition ☐ International ☐ Other

• If Exec. or Other Contact Level—☒ Maintenance ☒ Equipment ☐ Communications ☐ Others ☒ Info. Svc.

• If Info. Services—☒ Turnkey & Software ☐ Network & Processing ☒ Systems Integration ☐ Professional Svc.

5. If User: User Type—☐ Client ☐ Former/Report Client ☐ Prospect

• Comm. Contact Level—☐ Executive ☐ IS Mgmt. ☐ Other

• Fed. Contact Level—☐ Executive ☐ Acquisition ☐ Prog. ☐ Manager/Technical ☐ Other

• If Fed. Executive—☐ Info. Resource Mgr. ☐ Asst. Secretary ☐ Commander (Military) ☐ Agency Head

• If Fed. Other—☐ Laboratory ☐ NIS ☐ Users ☐ GSA

\* No names will be added without a completed change order and program manager approval.

Program Manager  
Authorization Hei

CONTACT REPORT

Continuation

Company Hitech

Name \_\_\_\_\_



# CONTACT REPORT

COMPANY: HITACHI  
 NAME: Ms. Sallay Statton  
 TITLE:  
 ADDRESS:

INIT: RDW  
 INIT:  
 CONTACT: 9/11/92  
 WRITTEN: 9/11/92  
 TYPE: Telephone

PHONE: 408-970-1067  
 FAX: - -

REASON: Research  
 RELATING TO: YWHIT

DISTRIBUTION: Frazee

=====ACTION ITEMS RDW=====

Call	9/14/92	Review of questionnaire
Meeting	/ /	
ToDo	/ /	

=====ACTION ITEMS OTHER=====

Name	Action Description (Include Date)
-----	-----

200 RANGE FOR COMMENTS : 9/11/92

=====COMMENTS=====

9/11/92 : Left Sally a message indicating that we had been working with our original shot at the questionnaire and had incorporated some of her suggestions, but that we needed to either conference call or get together to finalize the approach. Told her she could leave me a voice message about her availability.

=====

MAIL LIST UPDATE:

